

AUG 12 1965

**SALINGER TO DIRECT
FILM THEATER UNIT**

Pierre Salinger has been named to head an international movie theater project that will engage in the construction and operation of film showcases around the world.

The new organization, to be known as Fox Overseas Theaters Corporation, will be a joint undertaking by National General Corporation, one of the largest theater circuits in the United States and Continental Air Services, a wholly owned

subsidiary of Continental Airlines.

The former press secretary to President Kennedy, who is a consultant of National General and a director of its movie production branch, Carthay Center Productions, will assume his additional duties on Sept. 15.

A director of Continental Air Services, he has also been named the corporation's vice president of international af-

fairs. He will maintain offices in the Continental building at John F. Kennedy International Airport and at National General headquarters in Beverly Hills, Calif.

The theater circuit operates approximately 235 movie showcases, centered primarily on the West Coast. A new expansion program, recently announced, calls for construction of more than 100 others in the Midwest and the East. On the agenda of the movie production branch are two forthcoming films by the team of Bud Yorkin and Norman Lear and the screen version of John Henry Faulk's book, "Fear on Trial."